

Liberation Press

Liberation Press is an "alternative" news organization, created by private donors and foundations concerned about global inequality and human rights. It serves a variety of independent magazines and alternative newspapers and maintains a Web page which is visited regularly by a variety of social action organizations as well as some more mainstream subscribers.

Frame

GLOBALIZATION FROM BELOW (see **Resource Kit, Globalization Frames**)

Access Rules

You are available to meet with other teams at your mutual convenience and do not require that they have your permission.

Success Indicators:

Movement Credibility (MC): This begins at 100 and is raised by actions that enhance the respect and support of the following teams: AFL-CIO, Campaign for Labor Rights (CLR), Interfaith Coalition, RA-RA, and the PPM. It is lowered by actions that decrease the respect and support of these teams.

Mainstream Media Credibility (MMC): This begins at 100 and is raised by actions that enhance the respect and support of the following teams: WUSA and EuroPress.

$$\text{Overall Success} = (2MC + MMC) / 3$$

Recommended to Print from Resource Kit:

You should make hard copies of the following parts of the Resource Kit to read ahead of time or bring with you to the game sessions:

- *** Glossary of Technical Terms
- *** GLOBALIZATION FROM BELOW frame.
- *** Investor Rights Clauses
- *** SA8000 and EUREPGAP Certification
- *** Food Sovereignty

Visual Materials

Visual images for each case are posted. You should print these if possible and bring them to the session.

Notes:

Liberation Press is oriented to non-elite actors and those who are challenging currently dominant globalization policies but it also tries to maintain credibility with mainstream journalists as a useful news source. It is modeled after a variety of independent and alternative media projects, past and present.

Liberation Press Action Options

*** Review the case and plan your strategy of coverage during Phase One.

*** Observe and interview other relevant players during Phase Two.

*** During Phase Three, if you are permitted to observe one or more teams, you may send representatives to do so. You are not allowed to ask questions during this phase. Others on your team who are not observing may begin the preparation of your broadcast.

*** During Phase Four, there will be a press conference and you will receive press releases from the other non-journalist teams.

*** During the break between Phase Four and Five, you should prepare your broadcast, for presentation during Phase Five. Treat this broadcast as a five minute presentation for a news of the week in review show. In preparing your broadcast, assume that it is a television presentation and you will need to describe the video portions of the broadcast as well as audio. In preparation for your broadcast, you should answer the following questions:

1. What information will you emphasize in the lead or opening paragraph?

2. What background information will you want to include?

3. Visual materials for this case are provided on the website. Which items will you include in your broadcast?

4. What title will you use for your broadcast? (The title should be catchy and reflect the central theme and reflect your framing of events.)